

REMARKS

Reconsideration of this application is respectfully requested in view of the foregoing amendment and the following remarks.

Claims 1-20 were pending in this application with claims 4, 5, 14, 15, and 20 being withdrawn from consideration. Claims 1 and 11 have been amended. The amendments to the claims have support throughout the description, drawings and/or claims of the original specification and no any new matter has been introduced. Accordingly, claims 1-20 will be remained pending herein upon entry of this Amendment, of which claims 1 and 11 are independent claims and claims 4-5, 14-15, and 20 are withdrawn from consideration. For the reasons stated below, Applicants respectfully submit that all claims pending in this application are in condition for allowance.

In the Office Action, claims 1-3 and 6-10 were rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 5,704,703 to Yamada et al. ("Yamada") and claims 1-3, 6-13, and 16-19 were rejected under 35 U.S.C. §103(a) as being unpatentable over Yamada in view of U.S. Patent No. 6,885,360B2 to Hara et al. ("Hara"). To the extent these grounds of rejection might still be applied to claims presently pending in this application, they are respectfully traversed.

Rejection of claims 1-3 and 6-10 under 35 U.S.C. § 102(b)

Amended claim 1 recites a display apparatus including a panel having a first area and a second area; a first light source for illuminating the first area, the first light source independently and selectively entering into a first state and a second state different from

the first state; and a second light source for illuminating the second area, the second light source independently and selectively entering into a third state and a fourth state different from the third state, wherein the first area is brighter than the second area when the first light source is in the first state and the second light source is in the fourth state.

As described in paragraphs [0023] to [0024] of the specification, the first light source 31 and the second light source 32 can be independently controlled so that the states of the first and second light sources 31 and 32 can be determined, for example, according to the displayed information. For example, for an LCD display apparatus of a mobile phone, the first area 11 is configured to display first data 21 including general communication information, such as battery status, phone number, or communication status. The second area 12 is configured to display second data like image information, such as received images, personalized graphics or texts. When the mobile phone is in a standby mode, the first light source 31 can be in ON state, and the second light source can be in OFF state. Alternatively, the first light source 31 can be in ON state of a lower brightness level, and the second light source can be in OFF state. Therefore, power can be conserved, and light provided by the first light source 31 is bright enough to show the communication information in the first area. When the action of inputting or checking information is performed, the second light source 32 can be in ON state of a maximum brightness level, and the first light source 31 can remain in the standby state (lower power consumption state) or can be changed from the lower brightness level to the higher brightness level.

In other words, by independently controlling states of the first and second light sources 31 and 32, the lights illuminating on the first area and the second area can be independently adjusted so that one area can be brighter than the other. For example, the area where information is to be displayed could be brighter than the area where no information is to be displayed. Alternatively, the area where interesting information is to be displayed could be brighter than the area where uninteresting information is to be displayed. In this manner, the power of the mobile telephone can be greatly preserved.

Yamada fails to teach or suggest the above “independently controlling” feature. In Yamada, a lighting device with a plurality of transparent light conducting plates and a plurality of light sources is described. For example, in FIG. 42, a backlight device includes two transparent light conducting plates 241 and two light sources 201. In column 12, line 64 to column 13, line 4 (with reference to FIG. 14A), a lighting device 70 is arranged with four light sources 61 and four light conducting plates 62, which is suitable for a large-scale lighting device required to provide a large amount of luminance. In column 13, lines 45-50 (with reference to FIG. 15), a lighting device 80 of Yamada includes a plurality of light sources 71 and a plurality of conducting plates 72 used for a large-scale lighting device required to provide high luminance. In other words, the plurality of light sources described in Yamada are to provide high luminance, not to provide adjustable light sources to save power. Indeed, Yamada does not explicitly or implicitly teach or suggest independently controlling the states of various light sources so that one area is brighter than the other because power consumption is not considered by Yamada.

Accordingly, Applicants respectfully submit that Yamada at least fails to teach or suggest that a first light source and a second light source are independently controlled so that a first area is brighter than a second area when the first light source is in a first state and the second light source is in a fourth state, as recited in amended claim 1. Therefore, it is respectfully believed that amended claim 1 is not anticipated by Yamada and should be patentable. Furthermore, dependent claims 2-3 and 6-10 are also patentable at least due to their dependencies from patentable independent claim 1.

Rejection of claims 1-3, 6-13, and 16-19 under 35 U.S.C. § 103(a) Rejections

Amended claim 11 recites a display system including a panel having a first area and a second area; a first light source for illuminating the first area, the first light source independently and selectively entering into a first state and a second state different from the first state; a second light source for illuminating the second area, the second light source independently and selectively entering into a third state and a fourth state different from the third state; and a processor for determining states of the first light source and the second light source; wherein the first area is brighter than the second area when the first light source is in the first state and the second light source is in the fourth state.

As mentioned above, Yamada fails to teach or suggest that two light sources can be independently controlled so that so that the first area is brighter than the second area when the first light source is in the first state and the second light source is in the fourth state, as substantially recited in amended claim 1. Yamada further fails to teach or suggest a processor for determining states of the first light source and the second light source, wherein the first area is brighter than the second area when the first light source is

in the first state and the second light source is in the fourth state, as recited in amended claim 11. Moreover, the plurality of light sources of Yamada are to provide high luminance that are independently controlled to adjust lights illuminating on specific areas, as disclosed by the invention. Furthermore, the advantage of power conservation, i.e., by maintaining the light source in a lower power consumption (state) state while no information (or uninteresting information) is to be displayed in a specific area, is not recognized by Yamada.

Hara describes a back light device for a transmissive liquid crystal display device, which utilizes processor 70 to supply an instruction for selecting a cold cathode fluorescent lamp and designating the magnitude of the display brightness. However, according to column 6, lines 4-14, when the desired display brightness set by the user is equal to or lower than the threshold value of $20\text{cd}/\text{m}^2$, processor 70 supplies the instruction for selecting the LEDs and designating the magnitude of the display brightness to the light source switching control unit 72. In response to the instruction, the light source switching control unit 72 provides a control signal to activate the LED driving unit 76 which powers the LEDs 30, and also to cause the LED driving unit 76 to control the brightness of the LEDs 30 in accordance with the desired display brightness. Indeed, Hara utilizes processor 70 to control the light sources to achieve a display brightness set by the user. Hara, however, fails to teach or suggest that processor 70 independently controls a first and a second light sources so that a first area is brighter than a second area when the first light source is in the first state and the second light source is in the fourth state, as substantially recited in amended claims 1 and 11.

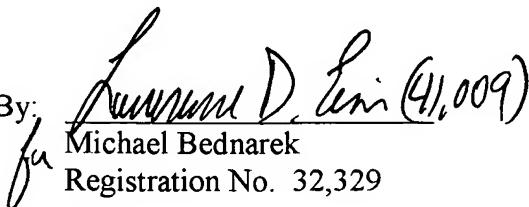
As neither Yamada nor Hara teaches or suggests the "independently control" feature of amended claims 1 and 11 and Yamada does not consider reducing the power consumption, it would have not been obvious for one skilled in the art to combine Yamada and Hara to achieve the display apparatuses recited in amended claims 1 and 11. Accordingly, Applicants respectfully submit that claims 1 and 11 should be patentable over Yamada in view of Hara. Applicants further respectfully submit that dependent claims 2-3, 6-10, 12-13, and 16-19 are also patentable at least due to their dependencies from patentable independent claims 1 and 11.

In view of the foregoing all of the claims in this case are believed to be in condition for allowance. Should the Examiner have any questions or determine that any further action is desirable to place this application in even better condition for issue, the Examiner is encouraged to telephone Applicants' undersigned representative at the number listed below.

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Respectfully submitted,
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